

From: "Adams, Ben C." <badams@bakerdonelson.com>
To: "William Gibbons (wgibbons)" <wgibbons@memphis.edu>
CC: btaylor@memphistomorrow.org
"Linda Russell" <lrussell@memphiscrime.org>
Date: 3/6/2017 7:51:12 PM
Subject: Re: Budget

I can follow up with Jan

Ben C. Adams, Jr.

Chairman and Chief Executive Officer
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
165 Madison Avenue
Suite 2000
Memphis, Tennessee 38103
Phone (901) 577-2307
Fax (901) 577-0714
badams@bakerdonelson.com
www.bakerdonelson.com

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On Mar 6, 2017, at 6:19 PM, William Gibbons (wgibbons) <wgibbons@memphis.edu> wrote:

Ok. Keep me posted on AutoZone. (Of course, we have a May 1 deadline if we need to formally apply.)

Our meeting with downtown businesses was well attended, and we have a sign-in sheet. I can send a follow up letter. (I note, though, that many of the "decision makers" sent someone else, and they are the ones are the sign in sheet.)

We are still working with Pierce Ledbetter to set something up and hope to have that nailed down soon. We are also working with Craig Weiss to put something together.

Some of our meetings have been in-house - Raymond James, MAAR., etc. The key on Raymond James is of course Jan Gwin. I have followed up with him, and he responded by saying they plan to "up" their commitment. I'm not sure I should be the one to follow up so quickly. The MAAR meeting was a handful of in-house folks. We are trying to get in front of a broader audience, working with Melanie. An outgrowth of that meeting, though, is a separate presentation to the Society of Industrial and Office Realtors on March 29. Of course, the ServiceMaster meeting was in-house but hopefully productive. And of course the meetings with the malls were in-house.

The meeting at Goodlett Farms was not well attended and was pretty much stacked with in-house Smith and Nephew folks. The only outside attendees were with other non-profits - Bellvue Baptist and WKNO.

Other meetings set up by some board members have been good opportunities to spread our message but just not conducive to passing around a sign in sheet. (An example would be the Lambda Alpha luncheon, which your dad attended.) It may be that John Dudas could follow up with some key members.

So, a mixed bag ! On follow up to meetings so far, here's where I think we are:

1. I will send a follow up letter to downtown folks who attended the meeting set up by John.
2. Maybe someone needs to follow up after me with Raymond James. (Ben ?)
3. I will follow up with Melanie on getting before the MAAR membership.
4. If you have a good relationship with Peter Tosches and/or Rob Gillette, you might want to follow up our meeting. (I think there's potential there.)
5. We are working to nail down something with Pierce and Craig.
6. I will work with Shea Flinn to get a better opportunity with the Chamber.

Bill Gibbons

Executive Director

The Public Safety Institute



The University of Memphis

201A McCord Hall
Memphis, TN 38152

901.385-4232 | memphis.edu

From: Blair Taylor <btaylor@memphistomorrow.org>

Sent: Monday, March 6, 2017 5:00 PM

To: William Gibbons (wgibbons); Ben Adams

Subject: RE: Budget

Two things:

- 1) Just talked to Ray Pohlman. He d kind of put the 100k ask on ice while dealing with the Strickland ask and was waffling with some outstanding questions about it namely how long we would be expecting them to fund at that 100k level going forward. I told him we wanted it for 3 years while we ramp up our fundraising machine! After which time we d scale it back down once we d diversified our funding beyond a handful of major companies in town. He s going to get back to me shortly after he clarifies that with Jenny.
- 2) Bill, as you and I discussed, the three of us and Linda Russell need a fundraising strategy meeting. I know you re working on a list of all past donors also though as I mentioned I d like to see the full list of prospects that have shown up to all these briefing meetings, because our strategy should be a follow up request to each of them. We have to develop a well-oiled fundraising machine, the keys to which are a) a great database of prospects and donors, 2) a systematic process/calendar for constantly generating new prospects and 3) a rigorous process of follow up, follow up, follow up with all the prospects to convert them into donors, and to convert donors into repeat donors.

Blair Taylor

President

Memphis Tomorrow

22 North Front Street, Suite 670

Memphis, TN 38103

Office: 901.322.8080

From: William Gibbons (wgibbons) [<mailto:wgibbons@memphis.edu>]
Sent: Monday, March 6, 2017 4:34 PM
To: Blair Taylor <btaylor@memphistomorrow.org>; Ben Adams <badams@bakerdonelson.com>
Subject: Fw: Budget

Let me know your thoughts re this email sent Friday.

Bill Gibbons

Executive Director

The Public Safety Institute



The University of Memphis

201A McCord Hall
Memphis, TN 38152

901.385-4232 | memphis.edu

From: William Gibbons (wgibbons)
Sent: Friday, March 3, 2017 1:44 PM
To: Ben Adams; btaylor@memphistomorrow.org
Cc: Johnny Moore; Linda Russell
Subject: Budget

Johnny and I met with Lee Hood Wednesday on the December financials but also spent some time taking a look at where we are NOW.

The good news is that we are basically caught up on our bills, including the payment to the U of M on March 1.

A word of caution is that we are down to about \$150,000 in un-earmarked revenue.

To get through the fiscal year, we will need about \$370,000. (That includes the September payment to the U of M, but we get our second \$333,000 payment from Plough that month as well.)

The immediate crunch is the need for about \$265,000 between now and the end of June. That includes a

\$125,000 payment to the U of M on June 1 and about \$35,000 per month in other operational expenses, for a total of \$140,000.)

Bottom line: we need to raise some funds this spring !

Three thoughts:

1. We should probably go ahead and organize our business council composed of various private sector board members. We've had a number of private sector board members who have been very helpful in setting up meetings for us. However, very little money has been generated. We really need them to be following up. Organization of the council might help in emphasizing that need.
2. We had talked about hosting some gathering last fall, but it never materialized because of delays in getting the new OSC plan announced. Something this spring might work.
3. While we had a presentation at the Chamber, it was on a Friday afternoon and not well attended (although we did get a new board member out of it). Shea mentioned the possibility of another opportunity, and that might be worth pursuing. What we really need, though, I think, is for Phil/Shea to connect us with a handful of key Chamber members who would be receptive to helping. (Dobbs might be an example.)

Let me know your thoughts.

Bill Gibbons

Executive Director

The Public Safety Institute



The University of Memphis
201A McCord Hall
Memphis, TN 38152

901.385-4232 | memphis.edu

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